

B U S I N E S S P R O F I L E

SWEET-E'S GOURMET POPCORN • SweetEsGourmetPopcorn.com • 13 N. Pinellas Ave., Tarpon Springs, 34689
Wholesale & Store: **727.935.5265** • Hours: 11a-6p Tuesday-Thursday; 11a-7p Friday-Saturday

Sweet-E's Gourmet Popcorn celebrates successful first year

A successful year has flown by for community-oriented popcorn retailer and wholesaler **Sweet-E's Gourmet Popcorn.**

The downtown Tarpon Springs-based business, which operates under the theme of "where salt meets sweet," celebrated its first anniversary at its North Pinellas Ave. location on May 21. Originally launched as a mobile kettle corn venture by local co-owners Matt and Julia Eastby in January 2014, Sweet-E's has grown into a full-fledged mobile, retail and wholesale operation.

And what a first year it has been for the business.

"We sold over 4,200 bags of popcorn in our store, not including any special orders," Julia shared. "That total only includes prepackaged bags and bags straight from the crisper. We've also sold over 300 refillable tins."

Made on site, Sweet-E's delectable gourmet popcorn comes in a wide variety of unique and classic flavors, including Candied Caramel, Orange Dreamsicle, Cheddar Cheese, Regular Kettle Corn, Caramel Heath Drizzle and many more.

The storefront's Greek popcorn – a consistent number-one seller all last year – is made with premium feta cheese, lemon, oregano and other spices. Sweet-E's summer flavors include Strawberries and Cream, White Chocolate Lemon Cheesecake, Champagne-Candied Popcorn and more.

Sweet-E's other products include gift cards, refillable and special occasion tins, gourmet bags, sampler boxes and custom-labeled party bags for an array of special occasions, such as birthdays, weddings, baby showers, business promotions and more. The business also offers shipping and hosts fundraisers on and off site.

On Tuesday, June 13, the store will begin offering special **Father's Day sampler boxes** (\$20), which include the following flavors: Cheddar Pretzel Ale, Sweet-Cheddar Jalapeño, Guadalajara, Maple Bacon, Candied Caramel and Cheddar Cheese.

"We're extremely grateful and humbled to be a part of this wonderful community," shared Julia, who, along with Matt, looks forward to another successful year of business.

Call (727) 935-5265 for



Sweet-E's Gourmet Popcorn, which recently celebrated its first anniversary in in downtown Tarpon Springs, is fully equipped to handle large wholesale orders for Tampa Bay area companies and organizations. Visit SweetEsGourmetPopcorn.com for details.

wholesale information, including specific order and delivery details. Visit Sweet-E's online at SweetEsGourmetPopcorn.com, or follow the company on

Facebook for the most up-to-date information, such as flavor additions and more. Look for Sweet-E's at the Tampa Bay Bridal Show (held at Amalie Arena in Tampa) on June 25.